CASB Conversations:
Identifying community members who are *Built to Serve*
CASB CONVERSATIONS WEBINAR

Using Zoom today:

❖ If you are having trouble logging on, text Susan at 720.971.9830.
❖ Please discover the CHAT button on the screen, as this is where you can communicate with us.
❖ Please make sure you are muted during the webinar.
❖ Use the blue hand, located in the Participants toolbox, to raise your hand when you have a question or comment.
LEARNING OUTCOMES

❖ Describe the characteristics and traits associated with many individuals that serve as school board members
❖ Assess how well the current board reflects the demographics of the student population
❖ Identify ways to encourage and support school board candidates who will work to advocate for and advance public education
Poll Question:

How many years have you served on your school board?
What Does a Board Member Do?
- What is a school board?
- What do school boards do?
- Why serve on a school board?
- What are the characteristics of successful board members?

Becoming a Candidate
- How do I prepare to serve on my school board?
- Elections
- Eligibility
- Nomination procedures
- Campaign filing requirements
- Code of ethics for board members

Recruiting Candidates
- Why veteran leaders should engage
- Essential qualities in a school board candidate
- Suggestions for seeking and encouraging candidates
- What to say to potential candidates
- Responding to typical concerns
- Information to share with potential candidates
- Questions for interviews and conversations

Resources

FAQ

Testimonials
Colorado Association of School Boards

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Built to Serve: Become a Voice for Colorado Students
INTRODUCTIONS

- **Laura Case**, CASB Board of Directors and Estes Park R-3 School Board president
- **Carlos Gonzalez**, CASB Board of Directors and Widefield 3 School Board member
- **Monica Furey Peloso**, CASB Board of Directors and Cheyenne Mountain 12 School Board president
- **Leslie Bogar**, CASB Director of Professional Learning & Events
What are the characteristics of successful board members?

❖ vision and ability to see the big picture
❖ excellent communication and human relations skills
❖ ability to listen to all sides of the story before making an informed decision
❖ sound judgment
❖ confidence
❖ ability to disagree agreeably
❖ strong sense of fairness and justice
❖ desire to be a leader, not a manager
Panel Question:

Given the unique characteristics of your school district and community, what would you say the top 3 characteristics or traits are for a school board member to have?
Panel Questions:

❖ Does your school board reflect the demographics of your student population?
❖ Do you have thoughts on ways to work toward ensuring inclusiveness on your board?
Panel Questions:

❖ How can individuals help identify strong candidates?
❖ How do you encourage citizens to run for a school board seat?
Colorado Association of School Boards

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Become a Voice for Colorado Students
CASB Connections Podcast Series: School Board Candidate

- Episode 1 - School Board Candidate Wisdom (25 min)
- Episode 2 - Campaign Best Practices (15 min)
- Episode 3 - Preparing Candidates with the End in Mind (20 min)
- Episode 4 - School Board Candidate Wrap-Up (5 min)

Access the podcasts

Social Media Downloads

- Shareable social media graphics

Election Resources

- Stay tuned for a future webinar with a release of election resources. Sign up here and we will notify you of the webinar.
## Become a voice for students in your community.

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- **Become a voice for students in your community.**
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## Are you willing to make a difference for Colorado's students?

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**Colorado Association of School Boards**

[Logo]
Webinar:
Are you ‘Built to Serve’ on your school board?

Date: Tuesday, April 6, 2021
Time: 12:00 - 1:00 p.m.

Register here

Learn how to become a school board candidate at casb.org/built-to-serve
RESOURCES

❖ Recommend someone
❖ Sign up to learn more
❖ Visit the **Built to Serve website** and help promote the campaign!
❖ **Are you Built to Serve on your school board?** webinar is on Tues, Apr 6: 12:00 - 1:00 p.m. geared toward school board candidates
Questions?